



EST. 1871

# CITY OF NEW BRITAIN

OFFICE OF THE MAYOR  
THE HONORABLE ERIN E. STEWART

WWW.NEWBRITAINCT.GOV

FOR IMMEDIATE RELEASE:

October 25, 2017

## **Simple Recycling Opens Doors in New Britain**

*Simple Recycling ready to begin free curbside textile collection service*

**NEW BRITAIN**—The City of New Britain welcomed its newest green business into the city today. Simple Recycling, a curbside textile collection service based out of Ohio, has chosen New Britain as its first home base in Connecticut. “We are excited Simple Recycling chose New Britain. This is about bringing innovation and green jobs to our city,” said Mayor Erin Stewart.

The Ohio based recycling company provides a recycling service for items such as clothing, jewelry, toys, kitchenware, and more, at no cost to residents or the municipality. Simple Recycling will distribute bags and instruction mailers to each household across the city in order to educate residents on the service prior to its launch on October 30<sup>th</sup>.

“It’s been a pleasure to work with the City of New Britain and we look forward to growing our business here and in the surrounding communities,” said Simple Recycling President Adam Winfield.

Simple Recycling will follow the same schedule as normal recycling pick up times, and the company will leave a new bag each time a bag is collected. Residents who need more than one bag may contact Simple Recycling on their website at <http://simplerecycling.com/>, or by phone at (866) 835-5068.

Simple Recycling currently operates in six states and services more than four million residents nationwide. The innovative and quickly growing business will begin servicing West Hartford and Bristol in addition to New Britain.

Once bags are collected, they will be brought to the Simple Recycling plant based on John St., where items will be separated based upon condition, size, and worth. According to Kristen Brown, a contractor for Simple Recycling, the business will start with three employees, but should scale to 20+ in the future.

“We are pleased to welcome Simple Recycling to New Britain. Bringing this innovative environmental service was a combined collaboration between the company, our Mayor and city staff, and the building owner, in addition to the State of Connecticut. We look forward to supporting Simple Recycling in their endeavor,” said Bill Carroll, the Business Development Coordinator for the City of New Britain.

In the United States, 14.2 million tons of clothing are sent to our landfills each year. That equates to 85% of clothing ending up in landfills, while only 15% is recycled or donated. Simple Recycling should enable communities to significantly help reduce the amount of textile waste that is wrongfully dumped into our waste stream.

The curbside textile collection service will allocate one cent to the City of New Britain for every pound of textiles collected. On top of the service being free of charge, the city should see savings in tipping fees at local landfills.

The service will begin on Monday, October 30, 2017. “All they have to do is put their full Simple Recycling bag next to their recycling bin; it’s as easy as that,” said Mayor Stewart.

Items that can be placed in the provided bag are as follows:

- Men's Clothing
- Women's Clothing
- Children's Clothing
- Coats and Jackets
- Jewelry
- Shoes
- Purses
- Hats
- Toys
- Blankets
- Drapes/Curtains
- Pillows
- Sleeping Bags
- Tools
- Silverware
- Dishes
- Pots/Pans
- Backpacks